

# Philip Morris USA

---

**PM VOLUME SHIPPED TO MCLANE HAS EXCEEDED THEIR  
SHIPMENTS TO RETAILERS IN EACH OF THE LAST FOUR WEEKS.**

## **TOTAL PM VOLUME MCLANE**

(millions of cigarettes)

<u>Week ending</u>	PM shipped to <u>McLane</u>	McLane shipped to <u>Retailers</u>	<u>Difference</u>
1/7/94	510.1*	411.5	98.6
1/14	105.5	477.0	-371.5
1/21	135.4	426.8	-291.4
1/28	378.6	415.0	-36.4
2/4	1,945.0	431.9	1,513.1
2/11	773.1	425.5	347.6
2/18	540.1	445.8	94.3
2/25	522.9	461.6	61.3

All volumes exclude ten Sam's Clubs in Michigan purchasing directly from PM.

\* Includes approximately 400 million units from previous week's allocation.

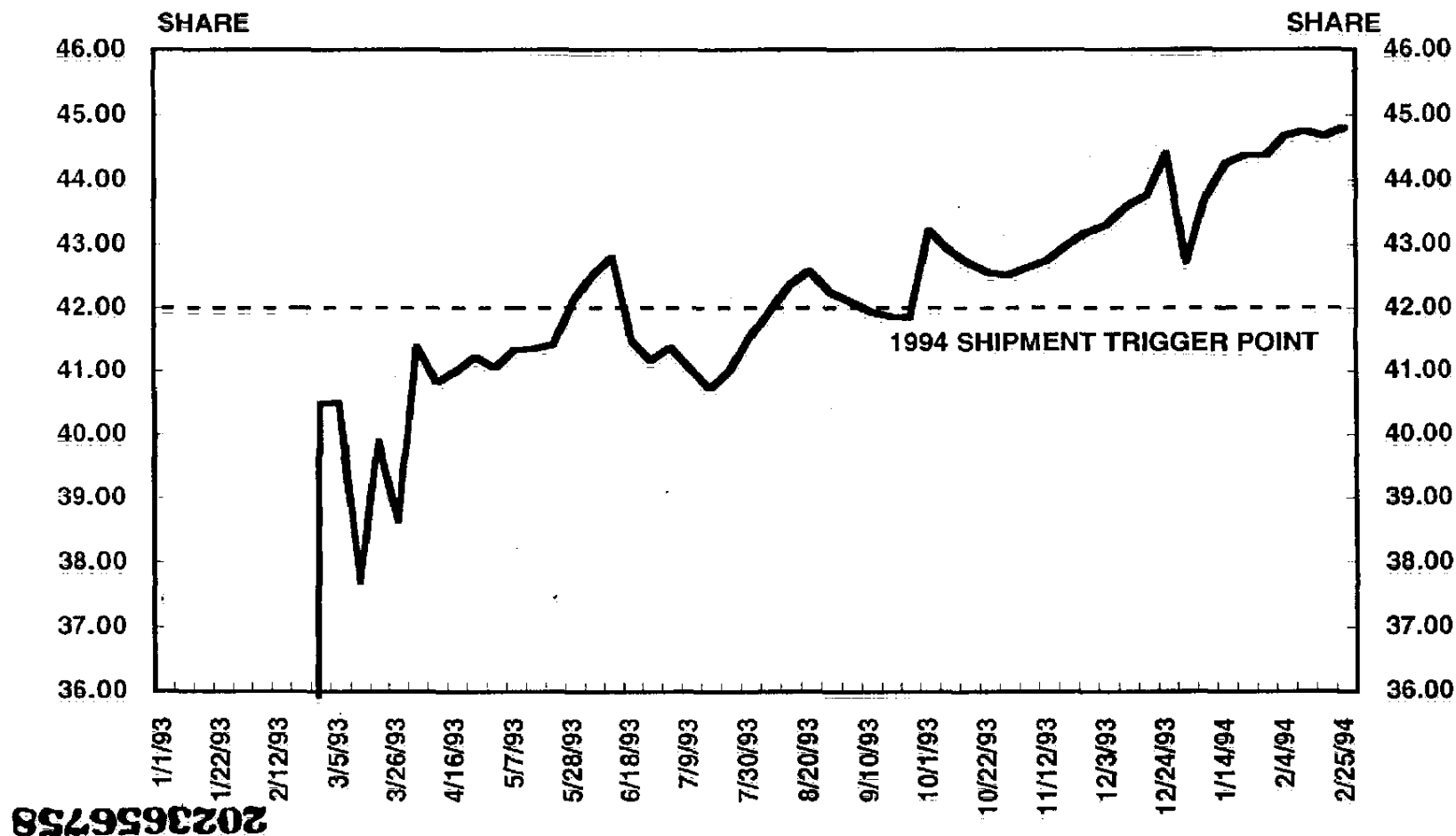
20236595495

# PM-USA WEEKLY PERFORMANCE

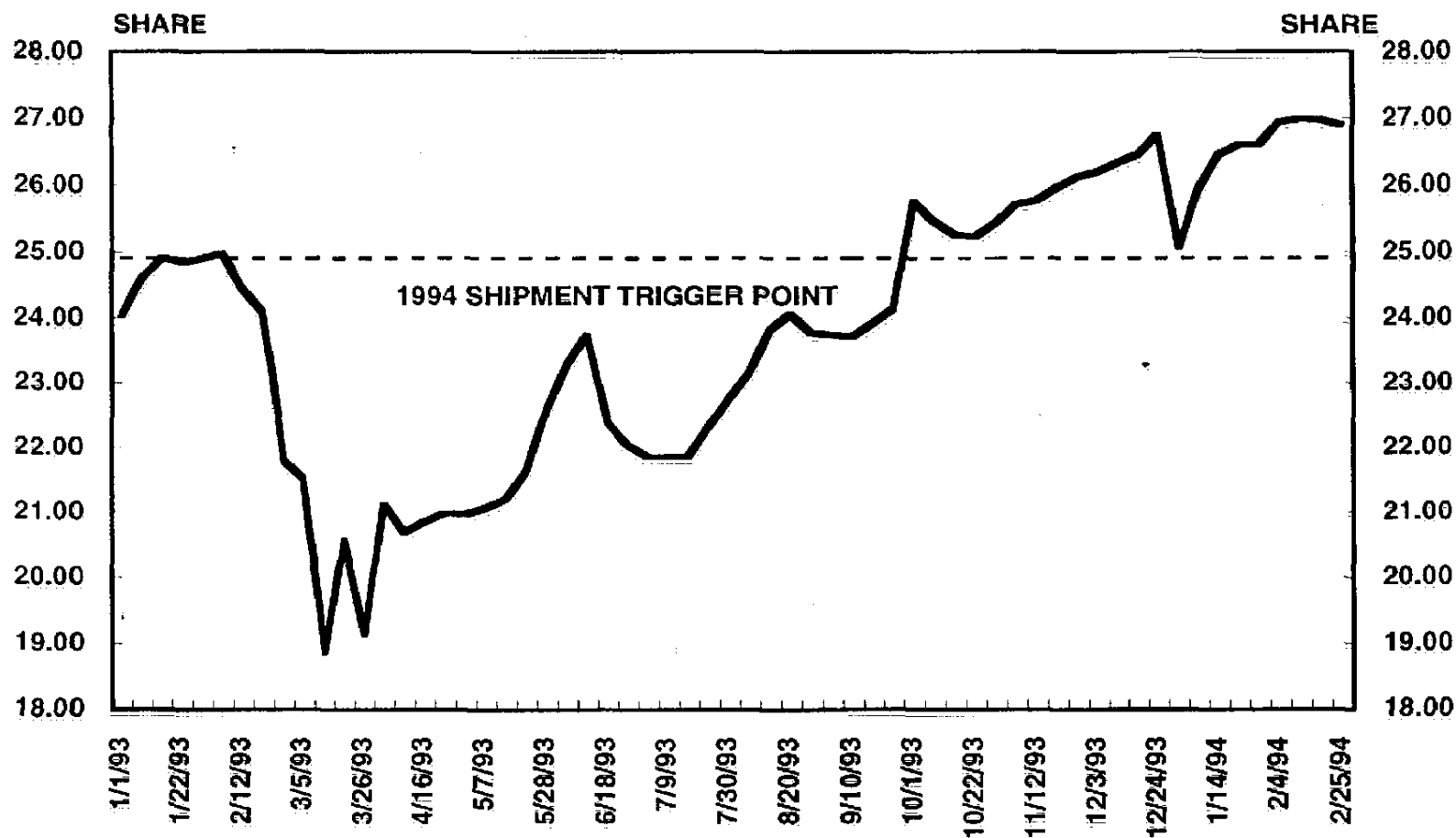
	12/10	12/17	12/24	12/31	1/7	1/14	1/21	1/28	2/4	2/11	2/18	2/25	1Q TARGET*
MARLBORO	26.15	26.17	29.28	29.15	25.97	23.62	24.33	26.07	30.88	27.27	26.08	26.07	26.39
B&H	2.53	2.35	2.80	2.90	2.45	2.38	2.31	2.39	3.09	2.84	3.24	2.72	2.48
MERIT	2.33	2.44	2.74	2.74	2.46	2.40	2.40	2.50	2.87	2.41	2.44	2.29	2.41
V.SLIMS	2.29	2.40	2.68	2.53	2.46	2.32	2.30	2.42	2.86	2.48	2.42	2.40	2.36
PARLIAMENT	0.62	0.63	0.78	0.69	0.59	0.65	0.64	0.62	0.65	0.64	0.69	0.60	0.65
OTHER PREMIUM	0.22	0.20	0.21	0.25	0.21	0.23	0.21	0.20	0.23	0.21	0.21	0.21	0.22
CANADIAN	0.01	0.01	0.01	0.00	0.00	0.00	0.02	0.00	0.02	0.01	0.01	0.00	0.00
TOTAL PREMIUM	34.14	34.19	38.50	38.26	34.14	31.60	32.21	34.20	40.60	35.86	35.09	34.29	34.51
CAMBRIDGE	1.99	1.57	1.98	1.81	1.75	1.71	1.65	1.57	1.54	1.76	1.65	2.09	1.78
ALPINE	0.41	0.33	0.43	0.36	0.36	0.34	0.34	0.32	0.30	0.38	0.35	0.35	0.37
BUCKS	0.04	0.04	0.04	0.05	0.03	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.03
FVB	2.06	1.74	2.29	3.04	2.24	1.79	1.74	1.61	1.70	1.80	1.83	1.84	1.78
BASIC	5.42	5.08	7.21	5.26	4.49	4.33	4.81	5.08	4.47	4.85	4.69	4.63	5.04
BRISTOL	0.24	0.20	0.23	0.20	0.25	0.22	0.18	0.19	0.18	0.23	0.20	0.22	0.17
PLAYERS 25	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.03
TOTAL DISCOUNT	10.19	8.99	12.22	10.76	9.16	8.48	8.80	8.84	8.26	9.10	8.80	9.21	9.20
TOTAL PM-USA	44.33	43.18	50.72	49.02	43.30	40.08	41.01	43.04	48.86	44.96	43.89	43.50	43.71

4549598202

# PM SHARE OF MARKET 13 WEEK MOVING AVERAGE

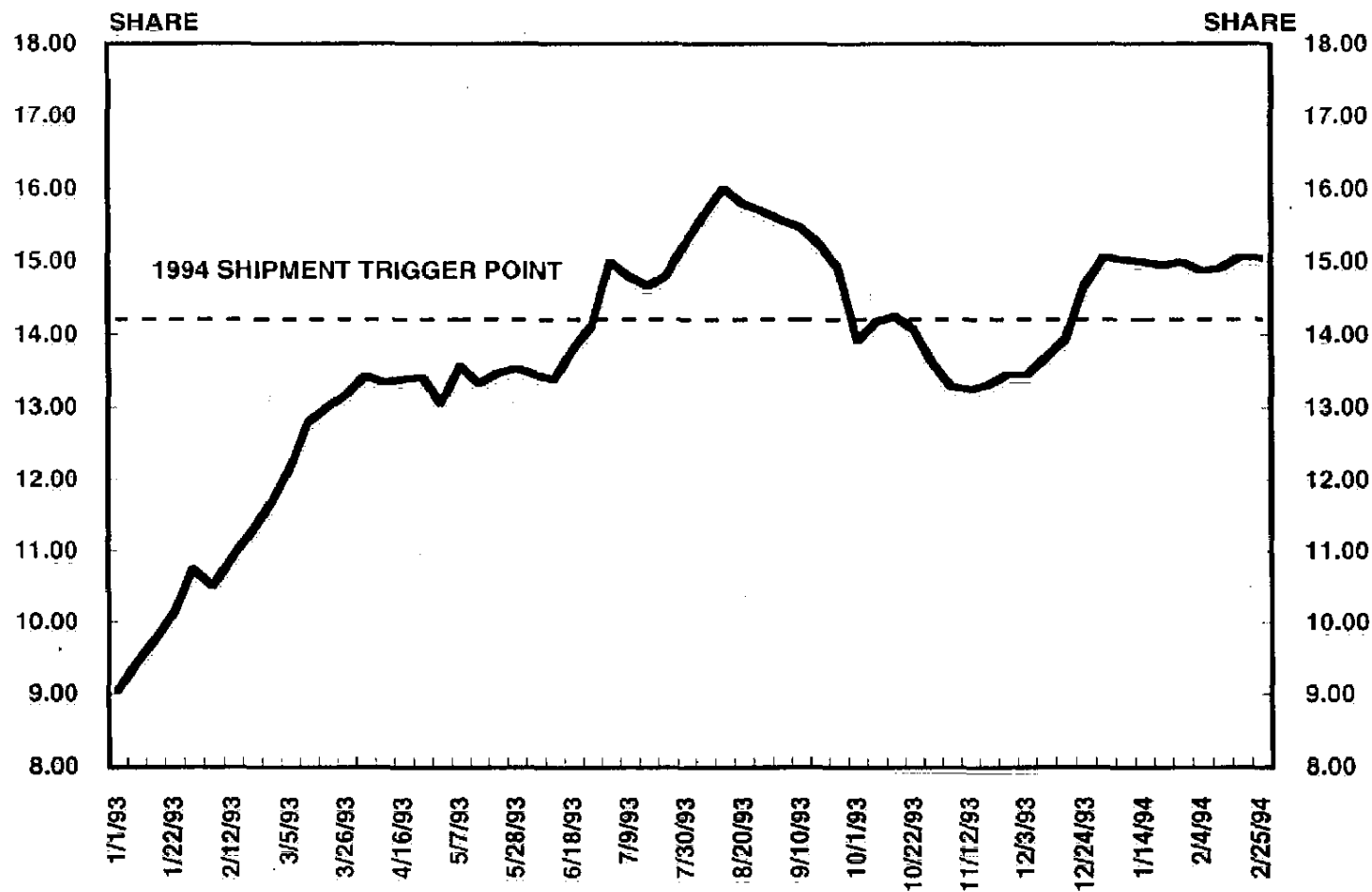


# MARLBORO SHARE OF MARKET 13 WEEK MOVING AVERAGE



2023656759

# **BASIC SHARE OF DISCOUNT 13 WEEK MOVING AVERAGE**



2023656760